



For Immediate Release

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United Potato Growers of Canada pleased to announce, and welcome, re-joining members

Guelph, March 2, 2023 – At the recent Ontario Potato Board Trade Show and Conference in Guelph, Ontario, and following the recent meeting of the Ontario Board of Directors, the United Potato Growers of Canada is very pleased to announce that the Ontario Potato Board has voted to rejoin the UPGC as the representative of their potato grower members in the province of Ontario, effectively immediately. Kevin Brubacher, General Manager confirmed the positive vote that took place at their meeting on February 24th, commenting “It has been a number of years since the Ontario Potato Board has been a member of UPGC, but we are excited to be back. The United Potato Growers of Canada have turned a corner as an organization and are moving in the right direction in our opinion, we are looking forward to being a part of the positive changes to come”

This follows the announcement of the New Brunswick Potato Board on February 2, 2023 in Woodstock, New Brunswick at the NB Potatoes Trade Show and Conference that the Board of Directors of their organization had voted in favour of re-joining UPGC as full members following recent presentations by Victoria Stamper, General Manager to both the Board of Directors and the Shippers Association. New Brunswick Potatoes would be a member as a representative of their grower members in the province of New Brunswick.

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"We are very pleased to rejoin the United Potato Growers of Canada," said Matt Hemphill, Executive Director of Potatoes New Brunswick. "UPGC has a proven track record of providing valuable market information and advocating for fair pricing for potato growers across the country. By working together with UPGC, we can help ensure that our growers receive a fair return for their hard work and investment, and that the Canadian potato industry remains strong and vibrant."

The United Potato Growers of Canada would also like to announce that the Saskatchewan Seed Potato Growers Association (SSPGA) led by President Matthew Lawless were the first non-member province to re-join UPGC last autumn as a representative of their member seed potato growers in the province of Saskatchewan. "The SSPGA sees growth potential in the potato industry in Saskatchewan particularly in seed so being involved in national organizations is important" Lawless commented recently. He indicated that "The new GM of UPGC is bringing a fresh viewpoint to the mandate of the organization and the SSPGA felt it was a good time to re-join".

Chairman, Ray Keenan said:

"The return of these member provinces reunites UPGC, making it a truly National Potato Organization, representing growers from coast to coast!"

About United Potato Growers of Canada

United Potato Growers of Canada was formed in February 2006 by the Provincial Potato Boards in Canada and represents 98 percent of the Canadian potato industry. United Potato Growers of Canada's mission is to improve the marketing of potatoes via the development of better market information and analysis, and to develop stronger communication and cooperation between the grower organizations across Canada. United Potato Growers of Canada has a data sharing arrangement with United Potato Growers of America. To learn more visit www.unitedpotatocanada.ca.

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